

Feature:

The Spam Of The Land

COMMODIFYING MUSIC

by Yohei Igarashi

the corporate

Inside:

More Than Jordan

the Black business community

Elastic Codes

corporate codes of conduct

Maude Barlow slams the MAI

(catch her in Shatner 302 tonight at 18h)

Ted Turner's Tarnished Halo

\$1 billion to the UN

Last Letter Of The Left

Z Magazine

Read The Fine Print

APEC misrepresented in the mainstream

Selling Your Soul For Gold

U of T trades independence for cash

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Lynne Darroch

Public Education Coordinator

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Whitewashing the Green comment

When the *Daily* decided to publish a special issue focusing on business, we found it difficult to single out one aspect of how corporate power has adversely affected society. Corporate power is pervasive, and influences all aspects of our lives.

The most recent headline making news has centred on the Asia Pacific Economic Cooperation Summit (APEC) in Vancouver. The agreement stands as a threat to human rights, labour standards and environmental policies. It's being hailed by our political leaders as the jewel of new economic growth.

The problem with corporations running the show is that it removes any semblance of democratic accountability. Without public access or input, there's no mechanism which forces corporations to be responsible for their actions. Corporations may claim to have codes of conduct, but they are non-binding and are ultimately a face-saving device to avoid government intervention and public criticism.

In Canada, the cosy relationship between government and business has resulted in policy-making being done for corporate interests rather than the public good. The introduction of free trade by the Mulroney government in 1987 was the result of Ottawa being led by the strong arm of the business lobby.

Although they're often the ones collectively calling the shots, CEOs are not household names. While politicians are public figures, nothing requires executives to be the same.

At universities the make up of top decision-making bodies is heavily weighted toward corporate representation. With CEOs from Ernst & Young, the Bank of Montréal, the bank of Nova Scotia and Canadian Pacific Ltd. bringing corporate interests (who else's?) to the table at Board of Governor meetings, the spirit of public education is undermined.

The question at hand is not whether we like corporations. Unless the revolution comes tomorrow,

it looks as though we're stuck with them for a while. What remains to be asked, especially by governments, is how much we wish to allow them to decide about our lives and our public institutions. If we assume, by default, that what is public is unreliable, all that's left is to put things into the right private hands and wait for them to do their job. The boundaries created by these decisions delimit the boundaries of our faith in democracy.

Today, it seems, it's popular to believe that we should be doing as much of this sort of transferring as possible, usually in the name of efficiency. With the MAI, governments are effectively declaring a sort of bankruptcy. By putting corporations on equal legal footing with elected governments, they are conceding that the citizens' right to decide what happens in their countries extends only so far as it does not conflict with money interests. The MAI is not the only example of this kind of concession.

This issue will not reduce the corporate ladder to a pile of ashes. But it is an attempt to bring the flame close enough to shed light on the state of corporate rule.

Comment by Keri Kosturi, Paul Reeve &
Sonia Verma

Canada opens its arms to human rights abusers

by Jeff Webber

Welcome murderers, torturers, autocratic dictators, our doors are open. This is the message emanating from the Chrétien government, through its steady participation in the Asian Pacific Economic Co-Operation (APEC) and its agreement to host this year's annual APEC Summit in Vancouver.

Trade liberalization between all countries is the selling point of APEC; involvement with APEC guarantees that the flow of capital between countries will be increased, which will be financially beneficial for all involved. This trade liberalization is being touted as the life boat of democracy, but it is clear that this unilateral approach to foreign policy is fundamentally flawed.

If one looks at Indonesia, a powerful APEC member with a long-time "open" economy, for example, it is frighteningly clear that the Suharto family and its military thugs are the only ones afloat. The rest of the country languishes in extreme poverty while a select few enjoy the benefits of this agreement.

Now we turn to Jiang Zemin, the President of China, and a noble advocate of the abolition of human rights. Zemin, who was greeted with a hero's welcome at the APEC summit, believes that the Tiananmen Square massacre, where thousands of students were murdered for peaceful demonstration, in 1989 was simply a "political disturbance." He maintains that his government was justified in its actions to sustain "political and social stability."

Under Jiang's rule, political dissidents are continuously imprisoned, and/or executed. In the last year alone, China has executed more than 4,000 people officially, which is more than the total of all executions that took place in the rest of the world during the same time period.

But with such a huge population, the juicy economic potential of free trade with China is enough for the Liberal government of Canada to ignore issues concerning violations of human rights.

The Canadian government notes in its 1995

Mulroney in the eye of the beholder

To The Daily,

Regarding Matthew Watkins' views of Brian Mulroney's visit to McGill, it seems that secrecy and furtiveness are in the mind of the beholder. Who is "the administration" referred to in a murky government-conspiracy manner regarding the change from the Arts Council room (cap.: 30) to the Faculty Club (cap.: 150) and what pressures did they exert? The change was a simple ratification of a misconceived plan.

The students of the three sponsoring groups (History, North American Studies, Canadian Studies) were guaranteed seating by the issuing of printed, e-mail and in-person invitations. Any one from the three groups could have had their name placed on the entry list on a first come first-served basis. Several declined the invitation, and others took their place. This self-selected group asked interesting questions without resorting to rudeness; they were hardly the docile hand-picked group disparaged in the article by an author who had no first-hand knowledge of the event. "Security" consisted of myself and two other young women who simply ensured that the room capacity was not exceeded; no brandishing of invitations or i.d.s., just the most basic of crowd control.

Mr. Mulroney's "no press" request was made on the grounds that he was leaving town and would not be able to clarify interpretations made by journalists — his reasons, not those of the organizers, but we respected them as we would for any other speaker. He was not "smuggled in" but entered by the front door of the Faculty Club. Those in attendance generally agreed that it was an opportunity to hear history from one of its makers. If this is not challenging or hard-line enough for Mr. Watkins, then I suggest that he invite Mr. Mulroney to speak at the type of event that would be to his satisfaction.

foreign policy plan, "Canada in the World" that isolation is the worst possible scenario for a country that abuses human rights, and acts undemocratically in its domestic politics.

The solution for these countries, the document declares, is to open them up to the world through avenues such as freer trade, and eventually the undemocratic countries will succumb to international pressure on all fronts, including human rights, and participatory democracy.

This is the Liberal government's way of legitimizing its trade activities with such blatantly oppressive governments. What becomes clear when one probes deeper into the Canadian government's literature, however, is that the government itself does not believe this fraud. In the web site of the Department of Foreign Affairs and International Trade, <http://www.dfaic-maeci.gc.ca>, one can peruse the country profiles of some of Canada's trading partners.

The country profile on Myanmar (formerly Burma) is the most interesting in relation to the Canadian government's multiple, contradictory stances on foreign policy. The document states that Canada's relations with Myanmar are limited because of the country's abominable record on human rights.

Myanmar has a population of just over 300,000, not a huge market for Canadian exports. The Liberals seem to be saying that they can have an altruistic, limited trading policy with countries where nothing is to be gained for Canada anyway, but when it comes to the enormous markets of APEC nations, well then it becomes childishly simple: isolation bad, trade liberalization good

Phipps' tunnel vision

To The Daily,

Lisa Phipps' Hyde Park (Nov. 24) demonstrates our student leaders' limited vision as well as the irrelevancy of the Canadian Alliance of Students Associations (CASA), which represents the SSMU's interests at the Canadian level. While their proposed Income-Based Remission Program (IBRP) appears more favourable for students than the Income-Contingent Repayment Plans (ICRP) that CASA proposed in past years, it misses the real debate over tuition fees. Rather than debating what is an equitable share for the student to pay, CASA and Phipps are only interested in debating how the student will pay off their debts.

That they should ignore the issue of tuition fees is hardly surprising, since they must understand that significant fee rises have almost universally accompanied the adoption of ICRPs. As a result, we find ourselves in a perverse situation where our very spokespeople silently champion higher tuition.

The only heartening fact for McGill is the affiliation of the PGSS to the Canadian Federation of Students (CFS). Unlike CASA, the CFS believes that education is a good serving the public, and should thus in large measure be funded through a progressive income tax system. If McGill students want a real voice at the Canadian level, they should join the CFS, rather than sticking with an organization like CASA which fails to address our concerns, and whose main office is a P.O. Box.

Peter Graefe, co-chair, NDP McGill
Jon Roberts, treasurer, NDP McGill

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Keeping Us

In The Dark

APEC summit misrepresented in the media

by Julien Lapointe

Last week in Vancouver, the eighteen Pacific Rim leaders held their planned summit meeting. Much of the ensuing critical debate (I use these terms lightly) in the mainstream press has been predicated on the assumption that the financial problems besetting many of the respective countries somehow is of a prominent concern to these leaders. Hence, reporting on the current state of this "Asia Pacific Economic Co-operation" concurrently explains that there is a prevailing doubt over the worth of the foreseen financial plan.

The Asia-Pacific government leaders seek to abolish tariffs and open a free trade zone between their countries by the year 2020. As officially reported, the viability of this agenda is being questioned, since a number of the involved countries are in "economic turmoil." However, the questioning has been framed in a manner which is misleading.

In last Wednesday's edition of the *New York Times*, a "News Analysis" falls into the pattern of misinformation. Says the *Times*: "Mr. Ramos alluded to the dangers of developing in Asia feeling that they could be forced back into the colonial status they have worked so hard to shed." The "colonial status" refers to the subordination of President Ramos' country to a political-economic agenda that he feels has been outlined according to American capitalist interests. The rest of the *Times* piece endorses the "strain of anti-Americanism, or at least of anti-imperialism, that is being stoked by the current crisis [throughout the Asia-Pacific region]."

In a similar vein, the pages of *The Globe and Mail* exude mockery towards Chrétien and his hopes that the summit would prove to be something more than a "talk shop" (while "the hard slogging" will be done by the International Monetary Fund (IMF)). The journalists, quite professionally, have based their reporting on a reproachful attitude towards Chrétien,

while the more salient issues of human labour rights and environmental interests, pertaining to the other Pacific Rim countries, have been omitted.

This skewed context is in keeping with the *Globe's* habitual stance on APEC. An article, published last May in the "Report on Business" section, gave full attention to the opinions of APEC representatives, while the voices of opposition forces were glanced at summarily and briefly. Federal Trade Minister Art Eggleton was allowed to conclude the article with the claim that issues of human rights and environmental interests had no place in the discussions among APEC members. As he puts it, quite tellingly: "This is a *trade forum*" [italics mine].

For those who look beyond the clever distortions of the *Times* and the *Globe*, a different story is being told. The *Philippine Daily Inquirer*, almost two years ago, reported how President Ramos, in the scandal following the severe mining accident of Canada's Placer Dome, sided with the corporation to ensure that his country's people remain within a "colonial status." The *Times*, of course, gives no comment to this seeming turn about in thought. One can argue fairly, I think, that Ramos is worried about the privileges of his country's elitist financial forces in the APEC dealings. Conversely, if one considers the huge financial discrepancy between the impoverished populace and the wealthy elites, which Ramos has helped maintain, his comments cited in the *Times* reveal themselves to be absolutely misleading.

Similarly, one wonders how Chrétien or Clinton ever managed to stomach the presence of President Suharto, whose genocidal past and current iron fist reigning over Indonesia ironically make him the ideal member of APEC. The openly "autonomist/anti-imperialist information collective" Toronto based *Arm the Spirit* published a fervent denunciation of Suharto, and his presence in

Vancouver. Describing in detail the current political and financial climate in Indonesia, the piece stated: "by joining APEC Suharto is inviting the imperialist countries to banquet on the natural wealth of Indonesia and to drink the blood of the Indonesian people."

The case, although forcefully expressed, isn't overstated. Those who wish to gawk or sneer at the article's open bias should think twice before they dismiss the material as mere propaganda. Suharto's dictatorial régime is a repressive one. As the imprisonment of unionist Muchtar Pakpahan demonstrates, actively voiced social concerns are not tolerated. Human labour and environmental resources are exploited. Military forces help uphold this system, pressuring election voters and parliamentary members into compliance. Is any of this likely to change now that Suharto is participating in the free trade "agreements" of APEC? Or is it that morality has no place in the foreseen economic exchanges among the financially wealthy?

At the APEC Peoples' Forum, held in Montréal already two weeks ago, an important point was raised. With regards to the responsibilities of we North-Americans in the face of APEC, a need was voiced to overcome the "misinforming" perpetrated by much of our media. Everyone will agree, I think, that it is disgusting how Suharto, who twenty years ago was responsible for genocide in East Timor, is still in power and being warmly received within APEC. It is also disgusting, one can persuasively argue, how this essentially elitist coalition involves countries which, to put things mildly, have a rather spotty record as far as human rights are concerned, and will help perpetuate these injustices. Now if that's the case, then what are we to think of two leading national papers which present distorting, biased accounts of these issues, leaving their millions of readers in the dark about the veritable nature of what their countries are involved in?

A threat to Canada

Has there been sufficient discussion of the MAI?

by Mark Ratner



Although last week saw the first parliamentary hearings on the Multilateral Agreement on Investment (MAI), critics contend that not enough attention has been given to the potential implications of a new global trade agreement.

Critics are claiming that the impending passage of the MAI will pose a major threat to Canadian sovereignty.

The treaty, being negotiated by the Organization for Economic Co-Operation and Development (OECD) among 29 industrialized nations, would grant greater power to transnational corporations and reduce the federal government's power to deal with corporations.

Maude Barlow, National Volunteer Chairperson of the Council of Canadians, and a vocal critic of the MAI, says that Canadians have not been made properly aware of the agreement's implications.

"[The MAI] is undemocratic. It takes power away from citizens and gives it to transnational corporations," she says.

The MAI will be discussed at a ministerial meeting of all OECD countries in May, 1998. After that, the agreement must be ratified by the individual legislatures of all the participating countries.

Barlow says that the current Federal Liberal government has not been forthright with Canadians regarding the content of the MAI. In the last federal election, when the MAI became an election issue, Barlow explains that Liberal candidates were not given the full details of what the agreement entails.

"The Liberals sent out a briefing to candidates on the election trail," she says. She adds, however, that the briefing did not provide an accurate description of the problems with the MAI. Rather, they eliminated key details, and made it appear less threatening to the public. "[The Liberals] have their line on the MAI. They don't want a public debate on it," she says.

On last week's parliamentary hearings on MAI, Bill Blaikie, the NDP's House Leader and Finance critic, who has also been a vocal opponent of the MAI says that he is glad these hearings took place.

"It was a good opportunity to hear from groups," he says. But he adds that it was unfortunate that certain groups like the CFS [Canadian Federation of Students] were unable to speak.

The Canadian University Press

reported that some people were upset because of the short time frame and narrow scope of the talks. The report stated, "Critics of the agreement say they are upset that the hearings will last just six days and take place only in Ottawa."

Sovereignty under question

Barlow's recently published book, (co-authored with Tony Clarke) *MAI: The Multilateral Agreement on Investment and the Threat to Canadian Sovereignty* outlines various problems with the MAI.

The book asserts that passage of the MAI would give transnational corporations power equal to that of nation states. The MAI gives corporations the power to sue governments. For Barlow, this ability poses a threat to national sovereignty, and will affect, among other things, human rights, environmental rights and cultural rights.

In the chapter titled "The war on cultural rights," Barlow and Clarke maintain that the MAI would attack "what remains of all forms of cultural protection in Canada: subsidies, Canadian content quotas, and most importantly investment rules."

The book charges that under the MAI, corporations would be able to challenge restrictions, such as the CRTC's Canadian Content regulation on the airwaves, thereby damaging Canadian culture.

But Vexter Bishop, spokesperson for the Federal Department of Foreign Affairs says that Canada can, and will request exceptions on certain aspects of the MAI if they challenge Canadian cultural autonomy.

"If those exceptions are not okay, we will not sign [the MAI]," he declares.

Bishop argues that opponents of the MAI, such as Barlow, overstate the agreement's negative implications. He says that it would protect investors as the MAI is based on a principle of fairness.

"[The MAI] is based on non-discrimination," he says.

But Blaikie says that the Liberal party is not giving an accurate account of the MAI's implications.

"[The Liberals] are trying to give the impression that nothing much is going on," he says of the lack of public discussion of the MAI. "We are opposed [to the MAI.] It is part of a corporate agenda that has been ongoing for a long time."

Barlow feels that the lack of citizen involvement in the MAI origi-

nates from within the highest levels of the Liberal party.

"It has all been done by bureaucrats," she says. "Most Liberal MP's did not know anything about it."

Barlow adds that the Liberal government's behavior with regards to the MAI differs from the Mulroney government's treatment of trade issues. She says that at least the Progressive Conservatives were honest in their discussions concerning the Free Trade Agreement (FTA) and the North American Free Trade Agreement (NAFTA) in that they made all information public. The Liberals, by contrast are trying to downplay the implications of the MAI.

Manufacturing consent for the MAI

Considering the widespread implications of such a global treaty, the mainstream media has widely ignored the debate. There has been little coverage in the country's major newspapers regarding the MAI. As a result, most Canadians are unaware that there even is a debate taking place.

One exception was a recent editorial (November 28) appearing in *The Globe and Mail* under the headline "Y.E.S. to the M.A.I." Rather than attempting to discuss the agreement in a critical light, the editorial choose to characterize all those in opposition as, "the usual conspiracy theorists."

Incidentally, the editorial appeared above a second one saying that Foreign Affairs Minister Lloyd Axworthy was wrong to question the lack of human rights discussion during the recent APEC summit in British Columbia.

Even Bishop agrees that media's coverage has been lackluster. He says that the Department of Foreign Affairs issued a press release in 1995 discussing the MAI.

"The press release said that it was a groundbreaking agreement, but no newspapers picked up the story," he says.

For Barlow, the fact that the media has not run with the story underscores the need for Canadians to get involved.

While she says that global trade is a reality, people can take steps to ensure that any global agreements made are fair to citizens.

"The globalization is being shaped by people," she says. "The government must know that our concerns must be taken into account."

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It's All About the Benjamins, Baby

Independent periodical Z magazine struggles to survive in the business-governed world

by Erica Lee

Given a cursory glance, Z Magazine looks pretty much like any other publication...except for one nagging little detail: no ads. There are no glossy spreads extolling the virtues of the faster car, blonder hair, or the Flowbee that can be yours for seven hundred easy installments of \$19.95. This seemingly superficial omission, however, is really what sets Z apart from other magazines.

The news media are generally accepted in our society as relentless pursuers of the truth. In reality the accurate representation of the facts is often a far cry from the actual agenda. What's more important is presenting (and sometimes omitting) the facts in a manner palatable to the corporations who own the media, and the government to which these corporations are often accountable. The goal is to shield the government and big business from criticism when they carry on harmful activities. News is selectively reported, and what information is supplied to us is often twisted to portray its powerful subjects in a positive light. Because Z is not financially beholden to corporations, they do not have to be a party to this campaign of misinformation and are free to call things as they see them.

Proof of these financially-oriented mores can easily be found in the coverage of events which show the ugly side of good old American capitalism. Following the discovery that corporate monoliths such as Nike were promoting virtual slave labour in Third World countries to sew their \$150 shoes, the rash of indignant editorials that one would expect failed to materialize. Instead, McPapers such as USA Today featured soft-focus coverage, the publishing industry's equivalent of the vaseline shot.

The wrongdoings of KMart, another sweatshop oppressor, were mentioned only briefly and in watered down language that failed to reflect the terrible conditions the workers were ex-

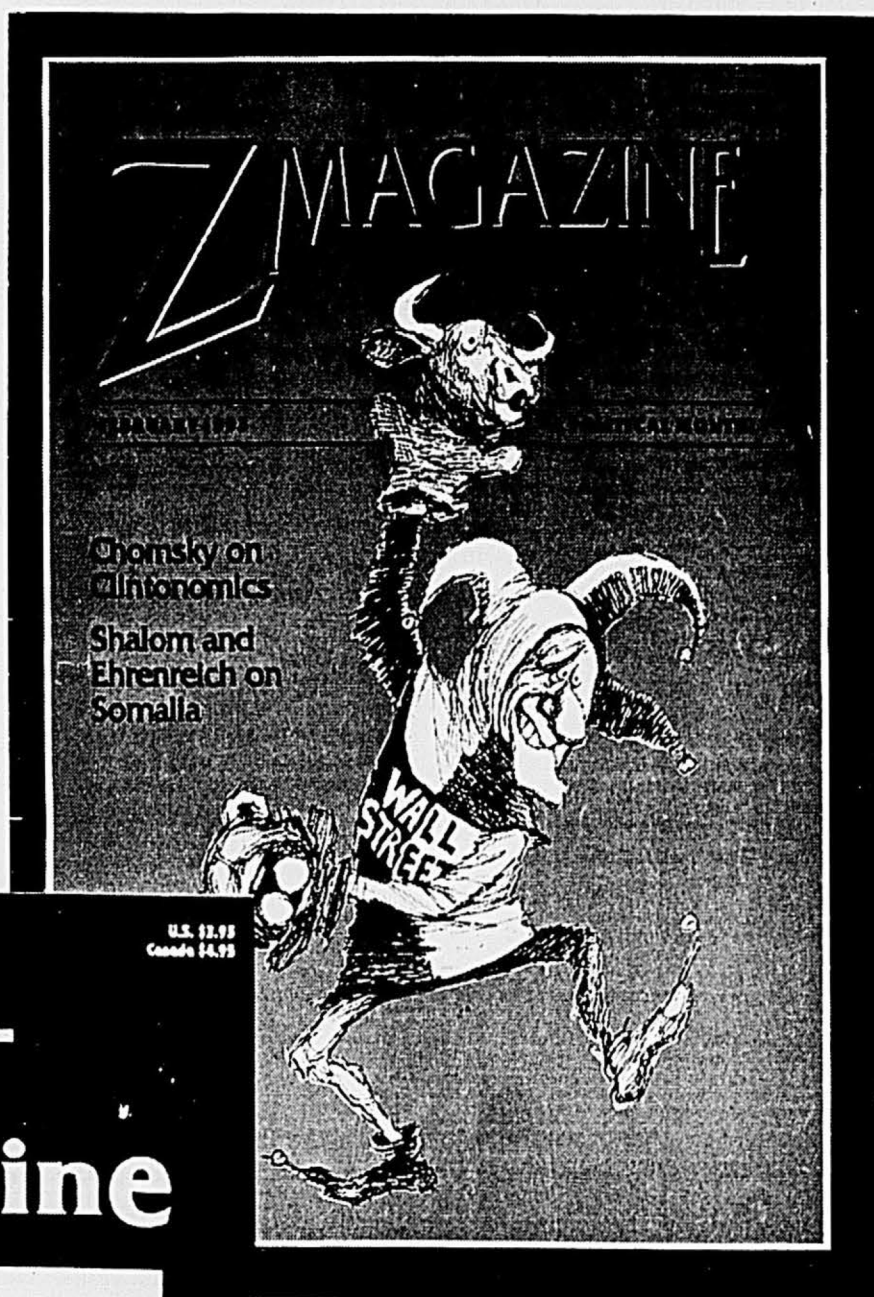
posed to. Clearly, in the eyes of the paper, human rights violations weren't newsworthy compared to the spectacle of KMart "fashion designer" Kathie Lee Gifford whining "How could anyone think I don't care about kids?", and sending her partner in crime Frank Gifford out to the factories to hand out money for the cameras.

In this manner, everyone involved got what they wanted — USA Today fulfilled their obligation to sorta, maybe, tell people stuff, the corporations got off the hook, and most importantly, the public got what they craved most — "news" featuring a weeping celebrity. Even in the more well-respected *New York Times*, a recent sweatshop report was relegated to the back of the news section, where people who bothered to read it received soothing assurances that the president was doing all he could, etc., etc. Moreover, the point of concern had less to do with focusing on

free of such guilt. The "message" there is that most corporations out there are benevolent institutions, and that we needn't worry

For those nauseated by the mainstream press accounts of events, mental Gravel can be found in the form of Z Maga-

Another story in the November issue also took a stance on U.S. Social Security perpendicular to the one widely accepted by other publications. Amidst all the panic over its impending insolvency of U.S. Social Security, a proposal has been tabled to privatize it. Since this is now widely accepted as a valid and probable option, Z invited us to take a close look at the source of the rumors and who they would benefit. The answer: Wall Street, a fact that has been curiously absent from the headlines, which mentioned only Social Security's approaching demise and the necessity for change. Privatization would be the "biggest bonanza in the history of the mutual funds industry", raking in at least \$60 billion for the investment firms even by the most con-



zine's unrepentantly left-wing inquiries.

Based in Boston and self-described as "an independent magazine of critical thinking on social, political, and economic life in the U.S.", its goal is to stop people from taking everything at face value and raise our collective consciousness. Because it has no ties to any businesses, it has an autonomy that most other members of the press do not. Z's sole source of revenue are its subscribers, and it is to them only that they are accountable.

Z takes full advantage of this in their critiques of corporate culture and conservative middle America. For instance, their coverage of the sweatshop controversy focused on the conditions that KMart subjected its workers to, not the tearful reaction of its corporate shill.

servative estimates.

While affording Z the freedom to criticize whomever they want, whenever they want, their refusal to solicit or accept commercial advertising has been problematic. Because their sole source of revenue comes from a base of 12,000 to 16,000 subscribers, money is often tight. Their latest crisis surfaced a few months ago, when they launched an appeal to readers for donations. The fundraising drive was successful, garnering more money than they needed to get back into the black. However, the good times could be short-lived — Z's ten year history has been characterized by an existence on the edge of fiscal oblivion. Hopefully, they will continue to exist as an independent, much needed voice of dissent in the special-interest controlled world of publishing.

the labour conditions in other countries, than with pointing out a few companies that might be

that they (or the president) might be somehow involved with despotic regimes.

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Developing the Black Corporate Culture

Young Black professionals face added obstacles

by Verda Cook

"Young blacks should realize they have a rightful place in society, if they educate themselves, they should fully expect to be employed and [once employed] make a contribution back to the community."

-Sylvia Piggott

Sometimes, early weekday mornings, my father's voice takes the form of a telephone receiver. It violently awakens me, verbally abusing its hung-over, late-for-school baby daughter with curses like "Economics," "Finance," "Management," and worst of all, "Networking." Like most students' parents, whatever colour they may be, my father wants me to succeed in this complex world, and he knows that a B.A. in Sociology alone isn't going to cut it.

Whereas his generation planned a revolution that would overhaul the system, my father now envisions me *managing* the New Black Revolution.

Last week Sylvia Piggott, president of the Montreal Association of Black Business and Business Professionals (MABBP) bought me a coffee. It was a little bit embarrassing but I never refuse a little motherly doting. Then we talked: about being Black and being educated and then being... what? I had anticipated a somewhat dry interview but slowly realized how intimate the dilemma at hand was. My father's words chanted incessantly through my mind; a faint, eerie soundtrack to our conversation.

Acts of direct racial discrimination still plague Black youth seeking professional employment or those out to start their own businesses. However, according to Piggott, the causes for our proportional under-representation in business and professional sectors are more complex.

The initial problem seems to be that not enough Black youth are entering professional programs to begin with.

Piggott felt a lack of Black mentors within their potential fields could contribute to the under-representation of Black people in professional programs. "High school students need to see Black professionals [in their potential careers]." Common sense tells me that if Jordan can make thousands

of Black kids aspire to basketball stardom, then perhaps more role models in the professions could be beneficial.

Once having acquired a degree, Blacks need to struggle harder to enter their professional community.

As disgusting as it seems to me, success today has a lot to do with "contacts" and "networking." Take a look at all the smoozers drooling for marks during your professors' office hours. Some face-to-name recognition and a few "hellos" in the hallway separate the wheat from the chaff.

The law profession is notorious for the importance of contacts in landing a job at a firm. For white graduates coming from upper middle class homes, this is more feasible. Often members of their families are lawyers, know lawyers or have lawyers. For many Black graduates this is an immense obstacle. Many youth, says Piggott "aren't from parentage with contacts and aren't exposed to the [ways of the] corporate culture." The Black community is still a largely immigrant population and due to institution-discrimination "many professionally trained individuals are working menial jobs." They can instill the importance of education and success in their children but often lack the ability to endow them with the essential connections. Piggott emphasizes that "...[Black youth] need to have contacts in their fields who they can call. They need someone to believe in them, and who will introduce them to professional circles and will say 'we will give you a try.'"

As well as not having the contacts that aid in...well,... everything, Piggott explains the importance of an initial investment in many professional careers. Many individuals, especially youth, within Black communities, lack sufficient financial resources. This has repercussions for acquiring loans and starting practices or companies, and is one crucial reason why Montreal Black-owned businesses are predominately small, less profitable, operations.

In addition to the economic barriers facing young black professionals, Piggott sees our lack of knowledge and interest in the "corporate culture" as a further obstacle for youth: "A lot of youth

have the attitude that they're not going to hire me anyway cause I'm black," and she feels this simply is no longer the absolute reality. "Black people have to be more pragmatic, must understand the corporate culture and must learn to sell themselves. Most young blacks are terrified of that"

Black North-American youth culture has a tendency to negate and, ridicule the "corporate culture" which Piggott describes. The "Black Businessman" is often portrayed as a Black man in a white costume: goofy, slimy and usually disloyal. However, often in consequence, Black talent provides the meat and potatoes (caviar and jets) for those, outside the black community, with that business savvy.

Community Responsibility

Although in the past there have been strong, vocal leaders, today there are few. The vast majority of the role models are American corporate-financed commercials. The plethora of rich Black entertainers are sending messages to Black kids, but the message is consumerism: buy the image and the music. Despite the occasional flimsy disguise, Jordan's bottom line agenda is to sell the shoes.

Piggott's opinion is that the success of the black-Canadian community lies in integration within the political system. "Jews have overcome [a lot of inequality] through integrating into society to make changes. Blacks have still not done this. We need to get integrated into the political system. If no one is speaking for you, you are not represented."

She expresses the hope that a local leader like Marlene Jennings, Liberal MP for the NDG/Lachine riding, can serve as an example and a voice for Black people within the political system. And with Jennings' public denouncement of Parizeau's most recent attack on ethnic minority Québécois, perhaps she is right.

Despite the community's need for leaders, Piggott estimates that "less than 5 percent of black professionals are making themselves available [to their communities]." A sad fact if the future of our youth and our position in Canadian society depends on them.

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Empty promises

Corporate codes of conduct under fire

by Keri Kosuri

Today, corporate codes of conduct are increasingly being used by multinational giants to showcase their ostensible concern with human rights. This is not late-breaking news considering that in recent years a slew of corporations, such as Gap, Nike, and Cambior, have been criticized for violations of human rights in their operations abroad.

But the expansion of foreign markets and globalization has fueled concern among human rights organizations that codes of conduct do not effectively bind businesses to human rights.

Basically, a corporate code of conduct is a non-binding statement of ethics that companies voluntarily follow in their operations. In a study on corporate codes titled "Commerce with Conscience?" released this May, Craig Foresce of the Canadian Lawyers Association for International Human Rights (CLAIHR) estimates that up to 85% of US corporations employ codes of conduct. While codes of conduct are relatively common for U.S.-based corporations operating overseas, Canadian corporations are lagging behind. "There are very very few Canadian corporations that have codes of conduct. Only one out of every seven operating overseas have codes."

Business tooted social responsibility, however, this fall by launching The International Code of Ethics for Canadian Business. Released by the Department of Foreign Affairs on September 5, the document cites voluntary codes drafted by a coalition of Canadian companies and commits 14 firms to follow the same social standards abroad as they do in Canada. Among the "values" outlined in the code at the top of list lies "human rights and social justice."

However, Foresce concludes that the code is sketchy "The statement of principles touches all the right bases," he says, "but it lacks detail in terms of what they mean by human rights. It also pledges corporations not to be complicit in human rights violations but has no implicit implementation procedures. It is a first step. We'll have to wait and see if it is a significant first step or if it's just lip service."

He also cynically points to the weakness of the codes by citing that among companies committed to the International Code is Cambior, a mining company that perpetrated the 1995 Omai Gold Mine Disaster in Guyana. "Cambior is being sued right now for a massive cyanide spill and it has an excellent code of conduct on paper," remarks Foresce.

Also on the coalition are Alcan Aluminum and Shell Canada Ltd., two corporations that have poor international social and environmental records.

More than just lip service?

Without an effective means of enforcement, codes of conduct amount to nothing but jargon. Codes are voluntary measures often undertaken by corporations to gain consumer support and to cop out of government intervention in the form of stricter legislation. James Sullivan, Research Associate of the Task Force on Churches and Corporate Responsibility, says, "Some [corporations] use codes as a nice piece of paper to be framed. Third party assessment can assure people that codes are achieved. But it is a difficult position for a lot of companies because it means someone is looking over their shoulder."

Starbucks, one of Canada's largest coffee companies, warded off third party monitoring, claiming that it did not have the capacity to evaluate the hundreds of coffee plantations and that it saw no need to create a monitoring system. When the Guatemalan Labor Education Project (GLEP), a US based advocacy group spoke to plantation workers in Guatemala, they discovered poor working conditions, including child labour and health hazards due to the unprotected use of pesticides.

In contrast, Sullivan points to the case of the Canada Chemical Association's Responsible Care Program. Comprised of large chemical corporations like Dow, DuPont, and Nova, the association sends monitors to assess the codes of companies as part of the care program. It strictly enforces a policy where violation of codes of conduct will result in a company's permanent removal from the association.

A tough, do-or-die formula forces companies to make themselves accountable for their operations. "In order for a code of conduct to be effective, it has to somehow be linked fully into the system. The result varies from company to company."

Measures were taken a step further recently when Nike succumbed to the pressure of human rights organizations and public criticism and engaged a third party monitor. In November, Nike hired Ernst & Young, a private accounting firm to assess plants in Vietnam. While the firm reported horrible working conditions and hazards, critics still remain skeptical about having the private sector call all the shots on human rights, leaving no room for an adequate checks and balance system.

Foresce says, "Businesses are still reluctant to see human rights groups monitoring them. They prefer to see auditing firms doing the monitoring."

Foresce also explains that while codes are a means of gagging government criticism, government is not uti-

lizing the various mechanisms available to ensure adherence to the codes.

"There are no standards the government applies to itself when purchasing in other countries. Various crown corporations continue to have investments in these places despite the fact that there are no labour rights or environmental policies followed. Government is not doing its part in actively promoting regulation of human rights."

Human rights trampled

But slamming the doors of corporate social responsibility on the public sector does not seem too promising, considering that many corporations have not hammered out human rights standards in their codes. Most companies gear their codes towards protecting themselves from illegalities and acts directed against them by employees and governments.

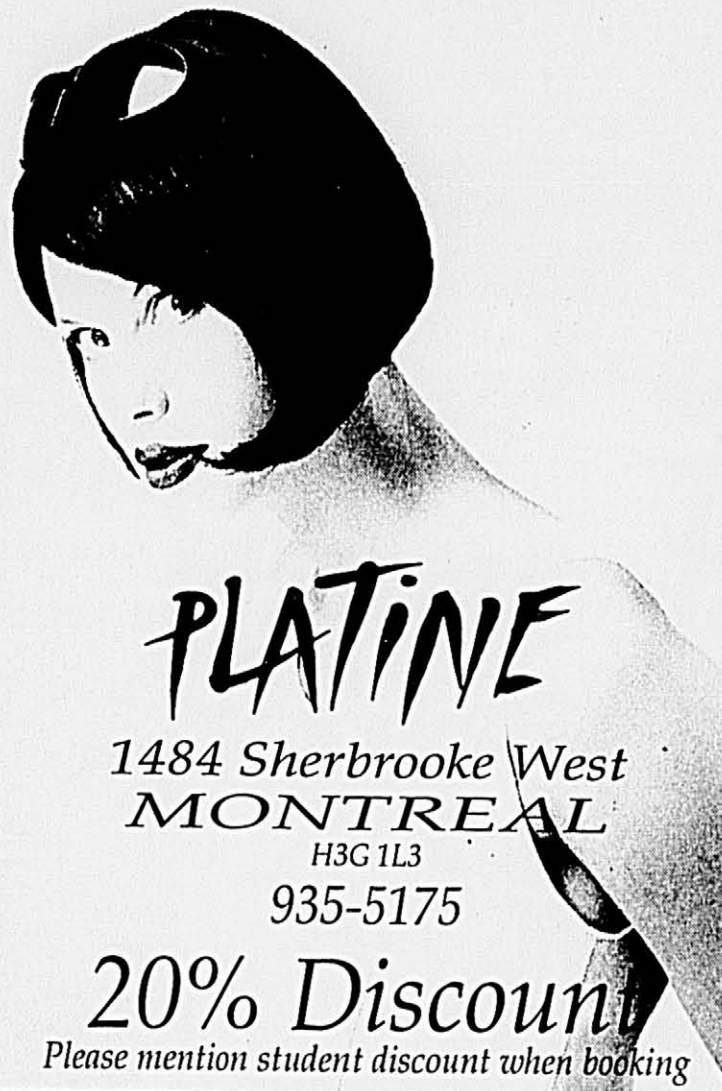
Sullivan cites Imperial Oil as a company that employs a code of conduct that is written in a way that applies to individual employees but curbs the company's overall responsibility. "I would say very few of them [codes] have anything that refers to corporations having anything to do with human rights."

According to Foresce, A 1992 Canadian survey revealed that most codes deal with bribes, sexual harassment, conflict of interest, firm trade secrets, payments to government officials, relations with the Canadian government, and integrity of the financial books. Only a small minority of codes deal with health and occupational safety, environmental standards, relations with foreign governments, and product quality and safety.

Sullivan and other human rights watchdogs argue that with the rise of unilateral foreign investments and globalization, transnational corporations must build internal controls for incorporating human rights policies. As key players on the international forefront, multinationals have a responsibility to the communities they work in, regardless of government intervention.

Sullivan believes that this responsibility should not leave any leeway. Questioning that the economic sector has an appropriate role in furthering social standards only weakens corporate responsibility. Sullivan declares, "Wherever the corporation is located, in the U.S., Canada, or Burma, or whether they're exporting oil from Nigeria, there's a role a corporation should be playing in ensuring that they are not contributing to the erosion of human rights. And after a certain point, we just have to say get out, just get out."

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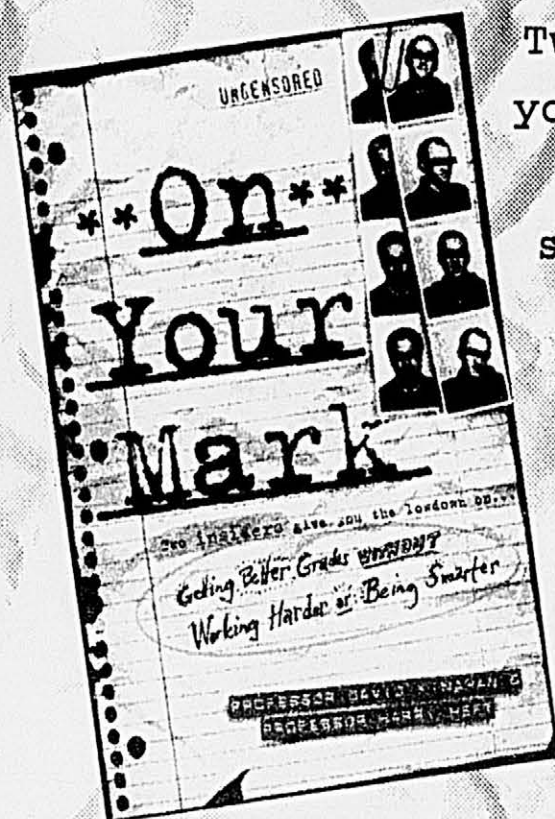
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Corporate Rule Networking from

by Sarah Schmidt

Toronto (CUP) — A national snapshot of the top decision-makers at Canadian universities paints a startling picture of those at the helm of these public institutions.

The top decision-makers at McGill last year included the chief executive officers of the Royal Bank, Noranda Inc., Canadian National Railway Co. and BCE Inc. They were backed up by senior executives from the Bank of Montreal, Bank of Nova Scotia, Ernst & Young and Canadian Pacific Ltd. However, T.H. Chan VP academic maintains that "The McGill Board of Governor members are elected on the basis of their personal quality, not corporate connection."

A few blocks away at Concordia University in downtown Montréal, senior executives at Nesbitt Burns, Ernst & Young, BioChem Pharma Inc., Arthur Andersen, the Molson Companies Ltd, TNG Corporation and SOPAMY Inc. are joined on the university's main decision-making body by six faculty and five students.

Whether it be a vice-president of the Hong Kong Bank of Canada at the head table of Simon Fraser University's board of governors on the west coast, the president of the Bank of Montréal assuming the same position at the University of Toronto in central Canada, or a retired banker in the chair at Acadia University on the east coast, critics say the blurred line between public and private spells disaster for the future of post-secondary education.

"It's so immersed in the corporate culture and corporate mindset, you can't even see it," Greg Inwood, a professor at Ryerson Polytechnical University and former student governor at the University of Toronto, said. "It's this corporate ideology that pervades these board rooms. It's just so enormous that it's hard to pin-point," he added about universities highest governing bodies in charge of setting the budgets, tuition fees levels and programming for their schools.

"In a way it's not new, all these corporate guys on the board," historian David Noble, who has written extensively on the evolution of

post-secondary education in Canada, said. "But in the past, they were local companies integrated into the community. These are multinationals."

"The university became too important to be left to the academics," Noble added. At the University of Calgary, the chief executive officers of Husky Oil, Canadian Pacific Ltd., Nova Corporation, Telus Corporation and Dauntless Energy Inc. make up a large contingent of the top decision-makers. They are joined by five other senior executives of major corporations, one faculty member and three student representatives.

Conflict of Interest

The conflict of interest built into this arrangement is obvious, says Jennifer Story, national deputy chairperson of the Canadian Federation of Students and former governor at the University of Guelph.

"Those people on the board were not there out of an interest in quality, accessible education. They uphold private sector interests," Story said about her experience last year at the Guelph board. She was joined by senior executives of Delta, Nestle and the Canadian Imperial Bank of Commerce.

"Having your boys on the board gives you an access to the resources, which is why the corporations came to the universities in the first place, as a way of socializing their costs," added Noble.

Anna Kruzynski, last year's graduate student representative on McGill's board of governors, says that self-interest seems apparent on another level. "You have the CEOs of lucrative banks advocating tuition fee increases and they're the ones benefiting from the interest of our debts. I would call that a conflict of interest."

But Canada's business leaders who double as trustees of the country's public universities say they are well-intentioned. David Bond, chair of the board of governors at Simon Fraser University and vice-president of government and public affairs for

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at School the Board Room to the Classroom

the Hong Kong Bank of Canada, says governors are key players in making sure that institutions remain well-financed in the face of government cutbacks.

"Board members are put on the board to give money or raise money. It's like an honorary degree," Bond said. "You either give, get or get out. I can understand concerns over exclusivity. But unless the public opens its cheque book, this is the avenue for survival for the great universities."

Gerry Pond, the president of NBTel who is a recent government appointment to the University of New Brunswick board of governors, says corporate Canada has a lot to contribute.

"As a businessperson, what would you do if your market share was down?" is the kind of question Pond says he gets asked by university administrators, which justifies his role on the board.

"Plus, I have two customers there," he said, referring to his two children. NBTel is also a donor and advice-giver in the academic realm at the University of New Brunswick. In addition to making a cash donation to the multimedia development centre on the campus, it has worked with the U.S.-based company called Genesis to develop courses in the field of computer technology at the university. NBTel is also providing funding and expertise in the development and delivery of courses in electronic commerce.

Telling Talk

Story says the business language used by the governors with corporate ties is very telling. "That very language — marketing, competing with other institutions — is about an increasingly individualized, privatized system," she said. "They are part of the process of moving from a publicly-funded and owned system to a private one."

Attracting top decisions makers from corporate sector to the helm of Canadian universities isn't about privatizing the system, but rather making it more efficient and cost-

effective, Tom O'Neill, president of Price Waterhouse and a governor at Queen's University, says.

"In a bizarre way, the government cuts were positive because it had to have each institution take a whack at its agenda," he said.

On the Queen's board, O'Neill is joined by the chief executive officers from TransCanada Pipelines, American Airlines, Warner-Lambert Company and Amarok Holdings. Senior executives from Ernst & Young and Power Corporation, as well as retired executives from the Bank of Montreal, Canada Life Insurance company, Northern Telecom and the Empire Financial Group round the corporate membership of the board out.

"There is an issue of self-reliance," added O'Neill, alluding to his former involvement in a theatre company. "We made it a minimum to make it less reliant on funding, so if we lost it all it would hurt but it wouldn't kill us."

But critics say this is too convenient a strategy from executives of corporations which stand to benefit from the opening up of the university market.

"It's an ideological perspective about the appropriate role of public and private," Inwood said. "They're really so deeply embedded both ideologically and practically."

Price Waterhouse, for example, is the world's largest privatization consulting firm, bringing in over \$22-million from its nearly 80 privatization ventures last year.

O'Neill, however, says none of those profits were reaped from the university sector. Rather, they came from privatizing public-owned airlines and gas utility companies. He adds that he himself would rather see private programs within Canada's public universities rather than the establishment of private universities outright.

Day jobs

But Story says you can't tease out public education from such an exhaustive privatization agenda.

KPMG, for example, which

ranked third on the global privatization consultants' list last year, was instrumental in the contracting out of the entire public education system of Hartford and part of Baltimore's to the private firm Educational Alternatives Inc. a few years ago. KPMG also recommended contracting out of the support staff in the Ottawa school boards in 1992, called for the privatization of municipal services in its 1996 report on the amalgamation of the municipalities making up Metro Toronto and proposed a "leaseback" arrangement for public schools in the same year.

While the chair and chief executive officer of KPMG Canada is a member of U of T's Governing Council, another KPMG executive is the chair of the board at the University of Regina. The firm was recently hired by the Students' Society of McGill University (SSMU) to recommend restructuring measures for council.

And Ernst & Young, which has representatives on McGill, Concordia and Queen's boards, has a manual stating that the 1990s represent the decade in which profit-making opportunities abound in the privatization of publicly-run organizations.

The former chair of Ernst & Young Ontario, Bill Farlinger, was a member of the Bradford Group, the Conservative advisors who drafted the Common Sense Revolution, the policy platform which the Ontario Tories rode to victory in the last

Ontario election. And Bill Saunderson, a former partner in the firm, is now Minister of Economic Development and Trade in Ontario's Conservative government.

Deficit crusaders

These same corporations which are represented on the boards of Canadian public institutions are also members of business lobby organizations like the Business Council on National Issues and the Canadian Chamber of Commerce. For years, both the council and the chamber have lobbied the federal government to bring down the deficit and debt.

"We're very clear on the deficit," Tim Reid, president of the chamber, said. "Overspending is the best way to ruin a country. And without wrestling down the deficit and debt, universities will be worse off."

However, Linda McQuaig, author of *Shooting the Hippo*, says one of the greatest ironies of the overwhelming corporate presence on universities' highest governing bodies is the work they do with these business lobby groups.

"What they've done is suggest we as a society can't afford good public health and public education, that we've over extended ourselves on all these indulgences. They try to suggest that we can't afford them," she said. "But the real reason is that they're trying to dismantle the system of government. They want to scale back so private companies can

move in."

Bond, chair of the board at SFU and a vice-president of the Hong Kong Bank of Canada, says the business lobby can't be blamed for the cuts. "The BCNI lobbies to bring down the deficit. It's the government who decides what to cut."

"The cuts of the universities are not a direct result," echoed UNB governor Pond, who is also the chair of the Canadian Chamber of Commerce. "It's the government's decision to make that allocation."

Story says this argument is nothing but intellectual gymnastics. "They're telling the government to cut the deficit and cut it quickly," she said, adding these organizations also lobby for tax cuts. "By default, they are advocating cuts to post-secondary education."

McQuaig dismisses their deficit-mania argument outright. "The whole deficit thing has been to a large extent a smoke screen for a redistribution from an egalitarian public society to an inequalitarian privatized system."

Story says the best strategy to undo this intimate arrangement is to expose what's going on in the board rooms of Canadian universities. "Students need to start going to the board meetings and document it," she said. "They have to make these decisions [about tuition fee and research deals] with students staring the governors in the eye because they know deep down that their interests aren't in the right place."

Here are just a few of the corporate gurus on McGill's very own Board of Governors:

Malcolm Carlyle Johnston
Exec-VP International Banking
Bank of Nova Scotia

L.R. (Red) Wilson
Chair and CEO
BCE Inc.

Harriet Stairs
Bank of Montréal
VP, Human Resources

David Kerr
Chair and CEO
Noranda Inc.

Herbert Sibling
Executive Partner
Ernst and Young

John Cleghorn
Chair and CEO
Royal Bank of Canada

Robert Ritchie
President and CEO
CP Rail Systems, Canadian Pacific Ltd

From *power chords* to power lunch

by Yohei Igarashi

"We're all Christ and we're all Hitler. We are trying to make Christ's message contemporary. We want Christ to win. What would he have done if he had advertisements, TV, records, films, and newspapers? The miracle today is communication. So let's use it."

- John Lennon, 1969

Mass media is indeed a miracle. But just as some may have Christ's intentions in mind when using this ultimate medium, more often, money is the motivation. Because who needs Christ when you make six figures? Add a guaranteed holiday bonus, and who needs anything at all?

It's fairly simple to see that mass media controls all forms of modern communication. But these media outlets are being taken over by Tobacco Inc. and the Alcohol International Corporation. Communication is a marketed product and some will go even further to say life is in itself merely an entity with neon logos pasted all over it like Times Square. So what's the real miracle? The miracle of communication comes from the power to purchase. The real deal is money; from the boiler room to the sixth-hundredth floor of the corporate high rise.

Planet Inc.

"I will not rest until I have you holding a Coke, wearing your own shoe, playing a Sega game featuring you, while singing your own song in a new commercial starring you, broadcast during the Super Bowl..."

- Jerry Maguire,
TriStar Pictures 1997

"As soon as Coca-Cola takes grunge and puts it into one of their ads, or as soon as any large corporation puts any cultural trend into its own corporate image factory, they have appropriated it and it's never the same again...it's lost its

innocence, and its grass roots", says Kalle Lasn. As the editor of the Vancouver based publication *Adbusters*, (one big, literary, middle finger directed at the corporate world), Lasn knows the advertising industry and the commodification process in and out. Having been "associated with the advertising industry for thirty years," Lasn now holds a grim view on the future and expresses this to me through a phone-line monologue.

they are amassing cultural power over many aspects of our lives.

So in all these areas of our lives, corporate agendas are controlling the show. This is a trend which I believe is accelerating. And is leading to what I call Planet Inc. It's going to be some kind of Las Vegas or Disneyland sort of American culture. It's very Orwellian, you know?"

The term "Orwellian" sparks a question on my part, and I inquire further. What is the process of creating an advertisement like? Strange images of men in lab coats appear in my head. They are huddled around a restrained subject on a table, with sensory cables taped to his temples, as possible commercials are displayed on a nearby screen.

The men in lab coats write vigorously on clipboards as the subject painfully watches the potential commercials, meanwhile squirming on the table at each catchy jingle. Lasn clears up my paranoid thoughts, but even after his explanation of the process, I am still left uncomfortable.

Lasn explains, "They have a lot of focus groups and they do a lot of research...they quite often measure how your eye moves, and where do

the people's eyes go first."

Roads to Success:
Selling Out for Fame
and Fortune (a.k.a.
Cash and
Distribution)

"I'm not your king of comedy, / I'm not your magazine, / I'm not your television, / I'm not your movie screen, / I'm not commodity, / I'm not commodity"

- "King of Comedy" - R.E.M.

A plain and dull coloured blimp looms in our heads, taking its time across our mind as if to stimulate some sort of rumination. However, there are no gaudy logos of tire or camera manufacturers on the flanks of this floating whale. No images are shoved down our throat, but some thought is provoked by the simple question printed on the side of the blimp: So what is left in our world to call our own?

Perhaps, logic would lead us to the conclusion that it can only be human creation. It is unable to be created by anything else, not by any machine, or any factory. It would be the last human stronghold before it too was conquered. Say it ain't so. Has human expression in all its forms, music to name one, been subject to commodification also?

Well, do fat babies fart?

Musicians and bands have left the stage, and corporate moguls have set up camp. More discussion is focused around power-lunches, no longer power-chords. The "music industry", is a deceiving little name actually. It's just an industry now solely interested in what is commercially viable.

Speaking to two musicians, Ryan Bigge, a writer for *Adbusters* magazine as well as being in a band himself, and Mike Webber, leader of The Snitches, a highly acclaimed Montréal rock band, the notion that maybe what is considered "selling out" is today's standard for success is my final impression.

After all, when musicians are left with the options, artistic integrity or food on the table, the natural choice is the latter. The fine line between becoming successful and being a true "artist" has been worn down like the brake pads on an old Chevy.

Webber: For someone who wants to express themselves in art form of any kind, you wanna express that which is your voice, you know? The trouble with major labels is that they're looking for your

voice to be something like what they know is gonna sell. So there is a big compromise in that idea.

Bigge: Well, for me, since I follow band a lot and am in a band myself, the biggest drawback to being marketed or being commercialized is creative expression...saying what you wanna say. I mean you've got major labels and minor or indie labels, and the major ones can sell the bands a lot better.

Cash and distribution are powerful tools that only the major labels seem to possess. And if you're aspiring to make it big as a musician and become famous, getting your albums out to as

"We're all Christ and we're all Hitler. We are trying to make Christ's message contemporary. Christ to win. What would he have done if he had advertisements, TV, records, films, and newspapers? The miracle today is communication. So let's use it."

- John Lennon

many people possible is a must. Then cash, well, we all say it isn't a necessity, but...

Bigge: Green Day is a great example... they've said that if they had stayed on Lookout [their original indie label] they would have made so much more money. But Warner picked them and up and they had the power to distribute.

Corporations dip
into the musical
money pot

Yet, major labels aren't the only ones who have bands wrapped



featuring "Ready To Go" and "Drop Dead Gorgeous"

es

ed By corporat

around their finger. Multinational corporations, most of whom are run by people whose knowledge of music ends when Beethoven died, are controlling bands as well.

seemed like a project which was designed to give the band the opportunity to tour.

The corporate plus side



y. We want
have done
records,
acle today
it."

non, 1969

Bigge: I mean, there's also a Canadian cigarette company who offers five thousand dollars for hanging a sign 8 feet long, and 2 feet high behind where they're playing.

The list goes on forever. "Start Me Up" by the Rolling Stones is now Microsoft property. The Rolling Stone's "Bridges to Babylon" tour is being sponsored by Sprint International. What is with, the Stones? Well, they revolutionized the concert business sixteen years ago by becoming the first major rock act to sign with corporate sponsor, Jovan Perfume. But even better this time around, only those customers who either are Sprint long-distance customers, or switch to Sprint, can get their hands on tickets before the selling starts. This deal cost the telephone company five million dollars.

As Bigge says, and I concur, the newest Rolling Stone album

The big labels can provide the distribution, right? So isn't there also a plus side to distribution? I mean some bands would never have been heard by millions of kids if it weren't for mass distribution. Bigge agrees, but although this mass circulation of music is necessary for a band, it probably has its drawbacks on the personal level. Webber sees this aspect of marketing as a positive, taking the consumer's and listener's standpoint, "That [mass distribution] might make all the difference to, you know, that kid out there..."

Bigge: Yeah, I guess so. I mean there was the thing with Kurt Cobain changing lyrics on *In Utero* for "Rape Me" [so it could be sold by] Kmart, because when he was growing up in Aberdeen (Washington), the only place where they could buy CD's was the Kmart. But I also think Cobain was one of those people genuinely bothered by that. He was really bothered by the infringing of the artistic creation by the way the system worked...

"I will not rest until I have you holding a Coke, wearing your own shoe, playing a Sega game featuring you, while singing your own song in a new commercial starring you, broadcast during the Super Bowl..."

And it's a real insidious deal where there is pretty much one music channel on TV, and they're telling you, 'this is the music out there'. And then they're saying, 'if you don't have a video, you don't exist' type of thing. I mean, also, if you put out a new album, the major record labels know certain reviewers in magazines like *Spin*, who they know are gonna give the band a good review. It's an incestuous circle really. And I mean it's only the big labels who have the money like \$100,000 to get their band on MTV's Buzzbin, and once you get on that you're pretty much guaranteed that your album will go platinum."

Do-It-Yourself can mean Paying-the-Price

Webber and Bigge also mention those bands with the strict do-it-yourself work ethic and philosophy. This is obviously the road less taken. It is also known as the side of the rainbow, for which there is no pot of gold at the end.

Webber: It doesn't necessarily mean that there aren't deals out there that have been signed, that retain the creative integrity of the artist. I mean, I think that exists. And part of that is saying no to the Coke commercial that will pay for the next four albums. Or saying yes because all your life all you ever wanted to do was be in a Coke commercial. Having control of that is what's essential.

However, evading the grasp of powerful corporations can be a dangerous, often lethal game.

Bigge: ...take Pearl Jam, they tried to go about their touring by

not going through big ticketing agencies like Ticketmaster, and you saw how they got blacklisted. And there's the extreme example of the way of doing it like Fugazi. They don't sell t-shirts at concerts, they own their own record label, and they often refuse to be interviewed in magazines where there are cigarette and alcohol advertisements. I mean, again, this is committing twelve, fourteen hours a day. This is where signing to a major record label is attractive.

Music is run by those with deep pockets, and temporary generosity. And if you've got the money it seems that you pretty much control the artistic creation as well.

Artistic creation is modified and distorted to sell the doctrine of consumerism. Music videos are commercials; songs become advertisements for clothing, make-up, hair salons and gyms.

Webber explains further, the consequences of commodification "To begin with, the artist's voice is taken raw,

is classic for assimilating into its identity, that which threatens it...like rock'n'roll. Rock'n'roll threatened the American identity, so America made rock'n'roll the American identity. And you assimilate it, and you take away its power as a negative voice, because you redefine yourself as it. "Let's take to the streets" when screamed out of Johnny Rotten's voice... way back when ...was one thing. But when it appears on a Bank of Montréal, "let's take it to the streets" means let's fire all our tellers and replace them with machines. So you redefine the text and the words. You change the association of it to things".

And to some, life as a whole is just one big corporate-run existence, much like a larger model of the music industry. It's sad and probably true. As editor Lasn states in his editor's note in *Adbusters*, "The people who give us our 'bread and circuses,' the Rupert Murdochs, Conrad Blacks, and the Megacorps (Time Warner, General Electric, Disney,

Westinghouse, etc..) control not only our daily newspapers and TV airwaves, but the magazine, book publishing, motion picture, home video and music industries as well", and ends his notes by saying, "If the backlash against the Megacorps keeps gathering momentum, then 1997 may well go down as the year the cows stopped chewing



molded until it's pretty, marketable, and in accord with the ideals of the corporations. America

their cuds, lifted their heads, and saw the world anew."

Seeing spots?

**Perhaps you've been working too hard?
And you wish it could be on your own work?**

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For TA's we recommend calling your TA union for a session of
"class therapy."**

**Contact your union's grievance officers, Rebecca and Mike, for help at
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E-MAIL: agsem@leacock.lan.mcgill.ca OFFICE HOURS: 12-2pm MWF <http://www.web.net/~agsem/>



Nightshift readership survey

The McGill Association of Continuing Education Students (M.A.C.E.S.) is soliciting your participation regarding the quality of our newspaper. Your feedback will help us to enhance the quality of Nightshift, making it more effective, interesting and useful.

1. Have you ever read a copy of Nightshift newspaper?

☐ Yes ☐ No

2. If yes to question 2, where did you pick up a copy of Nightshift?

☐ MACES
☐ On campus, which building? _____

If no, please pickup a copy on campus or at MACES to review and go to question 4.

3. How often do you read the Nightshift?

☐ regularly ☐ fairly often ☐ rarely

If rarely, is it because of:

☐ boring topics ☐ non-informative articles
☐ not interesting at all?

4. How satisfied are you with:

	very satisfied	satisfied	neither satisfied nor dissatisfied	dissatisfied	Extremely dissatisfied
Layout/Design					
Topics					
Pictures					
Organization					
Presentation					

5. What topics would you like covered in Nightshift?

TOPICS	Very Interested	Fairly Interested	Not Interested	Not Interested
News/opinions/comments				
Sports				
Movie reviews				
Environmental issues				
University affairs				
Political issues				
Cartoons & Humor				
Job Market				
Restaurant & Dining out				
Health				

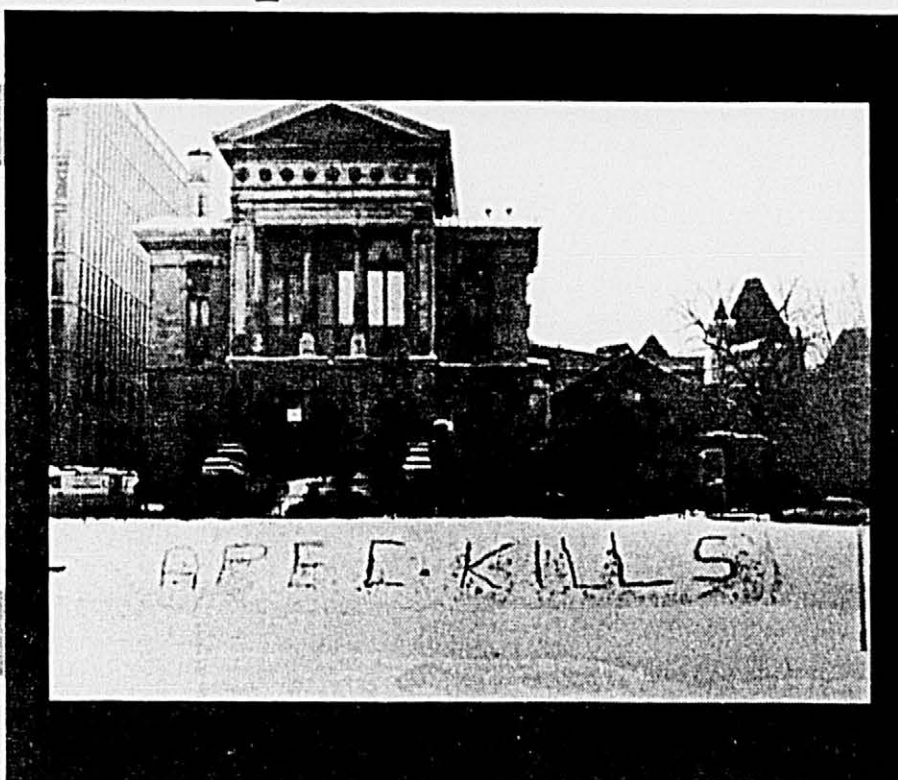
Please drop off to nightshift c/o MACES 3437 Peel, suite 300, Montreal, Quebec H3A 1W7, and receive a free one day pass to MACES Computer Lab. If you are interested in contributing articles to Nightshift please contact the Editor-in-chief at 398-4974.

**Last Monday a group
of McGill Students
sent a clear message
of solidarity to the 2000
people
PROTESTING**

**the
NEO-
LIBERAL**



**agenda of the
Asia-Pacific Economic
Cooperation**



summit in Vancouver

Photos by Sonia Verma



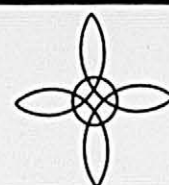
Nathan Lane Lee Evans

Mouse Hunt

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DIRECTED BY PHILIP PAPA-MICHAEL PRODUCED BY ALAN RICKE AND TONY LUDWIG BRUCE COHEN WRITTEN BY ADAM RIFKIN DIRECTED BY CORE VERBINSKI
Original Score by Verese Sarabande
www.freezone.com/mousehunt

**For FREE PASSES come to the Daily business
office, Shatner B07, on Monday, December 8.**

The Sexual Assault Centre of McGill Students' Society



- Fire with Water, Combattre le Feu par l'eau.
Call for Submissions! We are now accepting poetry, prose and visual art for our bilingual, annual publication, **Fire with Water**. **Deadline is Feb. 1st, 1998.** Submissions can be dropped off in the **Fire with Water** box in the foyer of the Shatner Building or at the SACOMSS office, Shatner 430.

- **Call for Volunteers!** Dedicated female volunteers who are sensitive to others and have good interpersonal skills are needed to work on our confidential listening service. Anyone interested must attend an introductory meeting:

Dec. 3rd, 5:30-6:30pm, B 9/10 Shatner
Dec. 4th, 5:30-6:30pm, B 9/10 Shatner
Jan. 8th, 5:30-6:30pm, 425 Shatner
Jan. 9th, 12:30-1:30pm, 425 Shatner
Jan. 12th, 5:30-6:30pm, 107/108 Shatner
Jan. 13th, 1-2pm, 425 Shatner
Jan. 14th, 6pm onwards, 425 Shatner (Activities Night)

December Exam Hours:

Information, Mon-Fri, 10am - 4pm, 398-2700.
Helpline, every night, 7pm-10pm, 398-8500.

PRIVATISING for

Critics challenge U of T's

by Sarah Schmidt

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new donor

TORONTO (CUP) — Canadian academics and human rights advocates are voicing outrage at the University of Toronto's decision to name its new international centre after a controversial donor.

The yet-to-be renovated centre at U of T's Trinity College is to be named the Munk Centre for International Studies in recognition of Peter Munk, the CEO of the Barrick Gold and TrizecHahn corporations. He, along with the corporations, donated \$6.4-million to the university towards the building of the facility.

"I believe Mr. Munk's commitment to the University of Toronto is exceptional and I believe it is entirely appropriate that the newly renovated buildings which will constitute the centre will bear his name," U of T president Robert Prichard said.

But critics across the country vehemently disagree with Prichard.

"That's horrid," a spokesperson for the Inter-church Committee on Human Rights in Latin America, said. "The implication taints what will go on there."

"Why not call it the Pinochet Centre and see how it feels," echoed Marjaleena Repo, national organizer for Citizens Concerned about Free Trade, upon hearing the news.

Praise for Pinochet

The two are referring to a 1996 speech delivered by Munk to the shareholders of Barrick Gold in which he praised Chilean dictator Augusto Pinochet.

The CIA-backed dictator overthrew the democratically-elected government of Salvador Allende in 1973. The multinational-friendly Pinochet remained in power until 1990, when he became the head of the military.

Munk thanked the dictator for "transforming Chile from a wealth-destroying socialist state to a capital-friendly model that is being copied around the world. That man, albeit you may not approve of his methodology, had the courage to single-handedly change the whole direction of a whole continent," he said.

Pinochet's reign of terror began immediately after his successful coup. Beyond dissolving all political parties and associations, it is estimated that Pinochet's secret police were responsible for the assassination of Allende and the murder of 30,000 opponents in the first two years of the regime.

Other dissidents who survived

were tortured, kidnapped, exiled or jailed without trial and sent to concentration camps as a systematic plan to rid the country of Pinochet's opponents. Others simply 'disappeared.'

Munk told Barrick's shareholders, however, that Pinochet's human rights record must be viewed as "totally independent" from economic matters.

"They can put people in jail, I have no comment on that, I think that may be true. But the fact that the average income has risen faster in Chile under his regime than before is [not] questionable. It brought wealth to an enormous number of people."

Barrick Gold began gold mining in Chile in 1981, the year Pinochet imposed a new constitution that dismantled civil and political rights, and two years after he implemented a labour code erasing workers' rights.

Last year, Barrick Gold's revenue from gold sales of 3,128,941 ounces was just short of \$1.3 billion. Its two Chilean mines brought in 328,662 ounces of gold.

Sound economic policies?

"It was an obscene, fascist dictatorship," said John Kirk, professor of Latin American Studies at Dalhousie University in Halifax.

"I don't teach mining, but to say Pinochet brought prosperity to Chile shows incredible selective amnesia," he added, pointing to the thousands of disappearances and cases of torture on the human rights front.

As for the fiscal policies so highly praised by Munk, they primarily benefited the Chilean elite and foreign corporations on the economic front, rather than "an enormous number of people."

U of T professor Mel Watkins adds that Munk's sentiments are inexcusable, regardless of the size of his gift. "People who make such statements have blood on their hands. And they can't wash it off just by giving us money."

But Vince Borg, vice-president of communications for Barrick Gold, says these characterizations about Munk's position are unfair.

"He acknowledged that Pinochet had established an economic foundation for the current economy that is thriving. It had nothing to do with the human rights abuses."

"When it comes to democracy, it's something he cherishes," added Borg about Munk's own personal flight from Nazism in Hungary in the

1940s.

Critics, however, say it is impossible to divorce economics and politics in Chile because the dictator's version of economic development necessitated gross human rights violations.

"You can say Hitler had some good economic policies, but there was an obvious price paid in human costs that's intolerable," said Kirk.

So what will the Munk Centre study?

The *Varsity* recently obtained a copy of the contract outlining the conditions attached to Munk's \$6.4-million donation.

Critics of the contract say it relinquishes the university's academic autonomy — not to mention its integrity.

The contract states that U of T will receive part of the \$6.4-million up front, with the rest of the donation to be divvied out annually over 10 years in installments from the donors.

In order to keep the money flowing over the decade-long pay-off period, certain conditions will have to be met.

One condition sets up the Council on International Studies, an academic body consisting of representatives from across the university in areas related to international studies.

Its role will include sharing information, co-ordinating activities and initiating new programs in international studies. It must also use its "best efforts" to establish and maintain cooperation with Barrick Gold's international advisory board, and be receptive to its assistance and resources.

Barrick's international advisory board is chaired by former prime minister Brian Mulroney. Former American president George Bush acts as special advisor and Munk is a member.

Board members "will provide such assistance and resources to the council... as the board may in its discretion consider appropriate and the council will be receptive thereto," reads the contract.

"What if the board, in providing assistance and resources, say that they want certain types of individual appointments? What does it mean that the council 'will be receptive

This contract puts Barrick's board in the driver's seat and leaves university autonomy in the dust, says Bill Graham, president of U of T's faculty association and vice-president of the Canadian Association of University Teachers.

thereto?" asks Bill Graham, president of U of T's faculty association and vice-president of the Canadian Association of University Teachers. "What if the board wants certain types of research pursued?"

Graham says this ambiguity could seriously jeopardize academic freedom.

"What if faculty members in this centre decide to support or speak out on something that is not in the economic interest of Barrick Gold? What if that professor doesn't have tenure?" he asks.

This contract puts Barrick's board in the driver's seat and leaves university autonomy in the dust, Graham concludes.

"It's very disquieting," agrees David Rabi, professor of history and Ibero-American studies at U of T, said.

"Obviously, if this is the sort of person who is sponsoring international affairs at the University of Toronto — although of course they'll insist it won't mean restrictions to academic freedom at the centre — it can only give the centre a bad reputation, at least among those who are not in agreement with the corporate, neo-liberal approach to international affairs," added Rabi.

Prichard however, disagrees. "The academic activities carried on in the centre will be declared by the different academic programs within the buildings," says Prichard. "There's no relationship between Mr. Munk and these academic activities."

But scholars say Prichard fails to see the subtlety in their arguments.

Asad Ismi, a researcher at the Canada-Americas Policy Alternatives Working Group, who received his masters in international relations from U of T a decade ago before going on to complete his PhD at the University of London, says Munk's name is an affront to many scholars, especially those whose work is based on development models contrary to Munk's international undertakings.

"You buy legitimacy. You launder your image through so-called donations," Ismi said.

"The university is essentially invalidating the very concept of international relations and casting great doubt on its own credibility as an academic institution," he added.

Borg, however, says Munk's model of development based on market principles and foreign investment has triumphed for a good reason.

"If various models of development are so powerful, why is everybody in the world going against communist, Marxist models. Is it because students are being told what works and what doesn't work?" he asked.

The current director of U of T's centre for international studies says there shouldn't be any concerns about the work to be carried on in the new centre.

"The centre itself has no ideological agenda," Louis Pauly maintains. "The name of the game is open debate on all public policy issues."

Source: The *Varsity*
With files from Meg Murphy

Calculated and corpulent

by Lori Braun

The glossed-over image of the textile industry



Evil Tommy



This man, rich, expensive-suited, is smiling; chances are, the people who make his clothes aren't.



Pretty faces hide the lurid underbelly of the cosmetics industry, left; the plastic grace of mannequins stands in front of all the human pain behind textiles, above.

Filling the Cracks

Small businesses overshadowed by corporate giants

by Zak Firestone and Justin Flowerday

Trying to find its niche within the competitive world is an entity referred to as the small business. These enterprises are often left struggling to fill the cracks leftover in the market by dominant corporations. It is hard to stroll down any metropolitan avenue without noticing the "for sale" signs hanging from storefront windows. As an onlooker, venues which appear to have recently opened seem to have vanished within months, replaced with new concepts which seem just as promising as the last. Is there hope for the small business today?

"If the appropriate research is done, there's always hope," remarks Peter Sagar, Deputy Minister of Entrepreneurship and Small Business.

Small businesses are an integral part of our society because they stimulate the economy. Every additional business increases the competitive aspect of a given market leading to a nec-

essary lowering of prices. Newer, innovative goods are created by a business' attempt to attain a level which is one step above the rest. Sadly, this utopian economic scenario doesn't appear to be the case in times of late. Large businesses like Walmart and Future Shop appear to be threatening society's balance by bulldozing over privately owned establishments.

Max Russo is a manager at Movieland, a movie rental store located in the McGill Ghetto. Movieland consists of five, privately owned stores across Montreal. When asked what competitive advantage Blockbuster has, Russo replied, "They offer free this and free that simply because they can afford it." It turns out movie rental for students at Movieland is significantly cheaper than at Blockbuster. The store proudly offers more independent films and smaller productions than the bigger, multinational movie store. This variation, in

turn, contributes to loyalty among customers.

Layton Audio is another small business located on the corner of Ste. Catherine and Stanley. This store takes pride in continuously treating customers in a friendly manner. With the arrival of large stores such as Future Shop, located a few blocks away, this stereo-oriented shop hasn't been hurt that badly. Aristotle Dougenis, a manager at Layton, claims: "We recognize repeat customers here and that keeps people coming back. You just don't find that in the larger stores." He also explains that specific product information is often more accessible at small businesses. "The bigger stores' salespeople can't concentrate on the smaller details of a specific product."

Future Shop and other large companies offer the largest selection name brands at competitive prices. "Small businesses are there for a few months...we've

existed for thirteen years," comments Vinh, manager of the Ste. Catherine Future Shop. The fact is, these types of companies have low prices with a wide selection. Most often they will match any competitor's price on a product. Thirty to forty per cent of Future Shop's customers have bought there before and so they do maintain a certain degree of customer loyalty.

Even with a small venue's attempt at tactics to create a feeling of devotion in customers, it's obvious these entrepreneurs don't have it easy. The wall separating Goliath companies from their tiny opponents is often, financially, much too high. The government, however, has ways of helping the entrepreneur when such a wall is encountered.

Although grants are no longer issued, the Canadian government backed 33,000 loans last year to companies in need of capital to finance their projects. There are

also strategic information services provided to small businesses including the Internet site: *strategic.ca*. Another fact inhibiting a large company's total control on revenues is the existence of laws such as the Competition Act, which states that no company can attain a monopoly by price discrimination.

A reassuring fact is that there is a greater increase of employment growth in small business today. Instead of being in direct competition with the mammoths, the individual entrepreneur is often in a circumstance where they can move in to the gaps left by huge often impersonal companies such as Walmart, and do quite well. Monster corporations will continue to open new stores at alarmingly fast rates but, perhaps, customers will continue to return to their small neighbourhood grocery mart because they feel welcome there.

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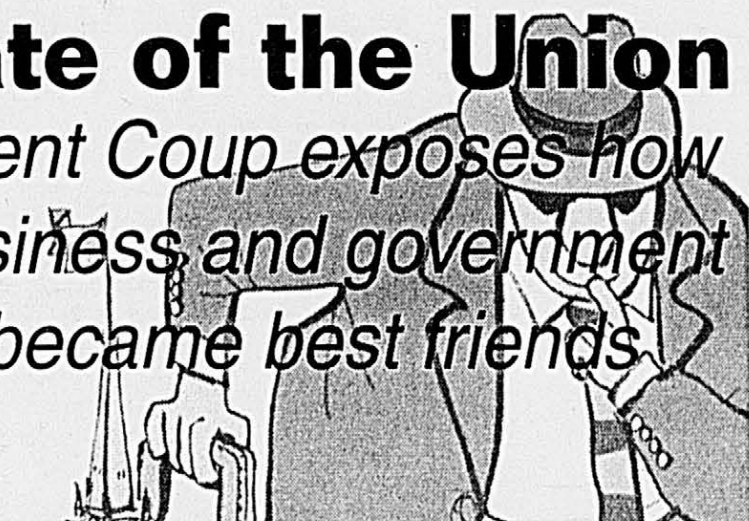
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The State of the Union

Silent Coup exposes how business and government became best friends

by Sonia Verma



Often a book, although not of exceptional quality, will be, by virtue of its subject matter, a necessary read. Tony Clarke's *Silent Coup: Confronting the Big Business Takeover of Canada*, published by the Canadian Centre for Policy Alternatives, offers a critique of Big Business' disconcerting rise to power and its manipulation of democracy. Clarke's analysis suffers from various shortcomings but arguably, the book's very intent in terms of criticism endows it with an importance that cannot be denied.

Clarke documents how Corporate Canada's cozy relationship with government blossomed over the past twenty years, while democratic accountability quietly wilted away. When the country's top CEO's bought their way into Ottawa's boardrooms, policy-making became increasingly driven by the bottom line rather than by public interest. Social programs, jobs, and citizen's rights were bargained away to allow Corporate Canada to cash in.

Sound dubious? So did the Fraser Institute's agenda of privatization, downsizing and free trade when it was established in the seventies by a handful of west coast corporate execs. When the Institute was set up, it existed as a thorn in the side of the Keynesian economic model on which the social welfare state was built. Today, however, the free-market philosophy generated by the think tank, once largely dismissed, has gained widespread currency.

Propped up by some of Canada's major banks and corporations, the Fraser Institute along with the C.D. Howe Institute successfully incited an ideological revolution. The free market philosophy was diffused by leafletting campuses, and inundating the media with ready-to-print articles as part of a deliberate strategy to spread the word that what was good for business was good for voters.

During the early eighties, the Trudeau government was contending with alarming levels of inflation and unemployment hovering around 12 per cent. Nevertheless, newly appointed finance minister Marc Lalonde met with leaders of the Business Council on National Issues (BCNI), where "he allegedly made a peace pact with business leaders and promised them the government's cooperation and support

in the future." The finance minister then publicly vowed to wrestle inflation down, sacrificing jobs in the process. Two of Canada's richest CEO's were appointed by the government to head up the program.

Another classic example of Corporate Canada guiding Ottawa's agenda is free trade. When Brian Mulroney swept into office in 1984, the conservative leader was sharply critical of free trade policies, calling them a "threat to Canadian sovereignty." Two short years later, Mulroney joined Ronald Reagan in lauding the agreement as an economic opportunity which could not be passed up. Clarke contends that the BCNI was instrumental in bringing about this political change. And it didn't hurt that corporations including Shell, Imperial Oil and Bombardier lined the pockets of the Tory party during Mulroney's tenure to "improve" relations between government and business. The BCNI then established the Alliance for Trade and Job Opportunities, co-chaired by former government lackeys Peter Lougheed and Donald Macdonald.

Clarke's work successfully navigates the twisted quagmire otherwise referred to as the who's who of Corporate Canada. The significance of this feat is underlined by the sheer complexity of the incestuous ties which intermingle party boundaries, corporate boardrooms, and reach into the larger networks of international corporations.

By far, the most annoying thing about reading Clarke's book is beginning each chapter. After flipping the page, you find yourself staring at a poorly scanned image of 'typical Canadians' sitting down over coffee (no doubt listening to low volume CBC Radio) chatting about life under corporate rule. The written dialogue, intended to make a discussion of CEO's accessible, ends up belittling the issues.

"Guess what?" the first Canadian said. "Yesterday I was at a day-long regional meeting of community groups where people were really worked up about the corporate takeover..."

"That's great," replied the second Canadian enthusiastically. "And I hear about other plans to tackle the banks on interest charges, and the forest companies on all their clear-cutting... We can probably expose what these corporations are doing, but what will that

really accomplish? Sooner or later we have to find a political outlet - a government that will work for us, not big business."

"Fat chance!" the first Canadian retorts.

Unfortunately, Clarke's formula for sparking a counter-revolution is about as inspiring as our friendly Canadians' witty repartee. He envisions a new citizens' movement which would mount a two-pronged attack on neo-conservative government and corporate rule. But Clarke's argumentation behind this vision decays into a lecture which seems designed to remind us that we do indeed possess democratic rights. Any of the hundreds of thousands who attended the Ontario Days of Action, supported the teacher's strike or mobilized 'against the cuts' are well aware of their democratic rights. Clarke seems more at ease discussing the intricacies of United Nations Covenants than he is about "a campaign" targeting the Multilateral Agreement on Investment.

At a time when the Fraser Institute is churning out detailed five-year plans on how to achieve national media domination, Clarke's constructive plan needs to be as vibrant and aggressive as his criticism. Yet, the author's analysis treads lightly when it comes to explaining economic policies adopted and abandoned. He resorts to reductive descriptions of how Keynesianism took root in Canada, summarizing the expansion of the welfare state in one sentence. A few paragraphs later, the reader is simply told that "it was clear that the Keynesian solutions were not working."

The book may be a muckraker's goldmine, but supersedes mere gossip through the message it relates. Clarke's depiction of the rollback of social programs, welfare state retrenchment and an agenda of privatization is exposed in the unflattering light of its own undemocratic principles. Ottawa's ear has become increasingly attuned to business and policy-making thus consciously forsakes public interest. If, in fact, we have been duped by the powerful alliance of government and business, Clarke aids in the shattering of this illusion.

Silent Coup: Confronting Big Business Takeover in Canada is published by the Canadian Centre for Policy Alternatives.

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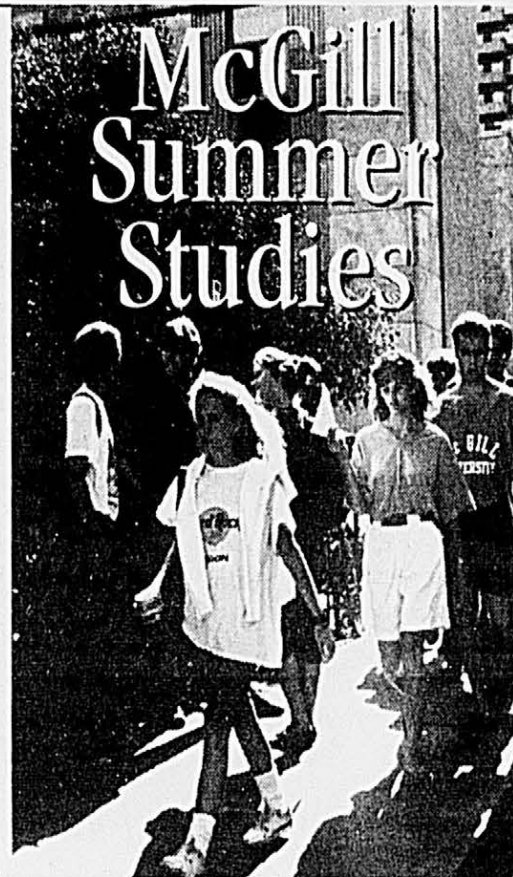
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MAI: The Multilateral Agreement on Investment and the Threat to Canadian Sovereignty

The Price of Meat: Salmonella, Listeria, Mad Cows - What Next?

Rethinking Ecofeminist politics by Janet Biehl

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Raw Deal

by Sonia Verma

Campus packs offer free stuff - at a price

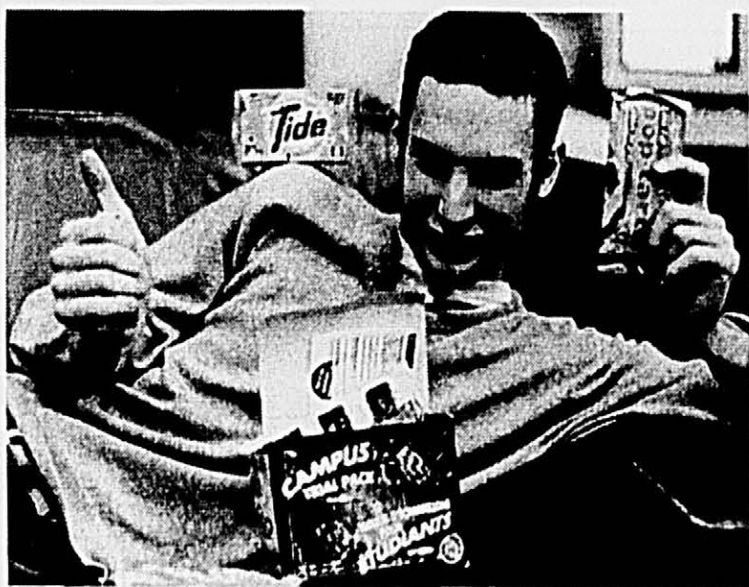
Campusfest, the corporate love-in which graces lower campus every year, is not the only recent example of business's increased presence this side of Roddick gates. Campus Trial Packs, bursting with free stuff, are currently being distributed by the McGill Bookstore for the fifth year in a row.

Some McGill students, however, are becoming concerned that the corporate invasion of university campuses is getting out of control. "University is supposed to be a safe haven from this," Alicia Jukier, a third year arts student commented after declining to sign up for the pack of consumer goodies. "Of course we're confronted with it all the time outside the classroom, but I feel like it's getting more and more difficult to postpone the inevitable with Campusfest and these trial packs," she said.

Jukier's concerns centre on the conflict between the university's role as a space for critical thought and its use to allow corporations to target the student market. She contends that this contradiction is becoming stronger. Corporations have edged their way onto campuses while uni-

versities have remained complacent. They have succeeded in cementing their place on campus by offering financially vulnerable students product incentives to gain their allegiance. The free distribution is also designed to

we can thank for making the travesty of Campusfest possible. The bookstore doesn't pay for the packs either, and according to bookstore Manager Horst Bitschovsky their distribution serves the bookstore well by boost-



ensure that students will remember the free Pop Tart they got from Kellogg's upon entering the workforce, and then it's payback time.

Campus packs are distributed free to students at 165 universities and high schools across the country by Marketsource Canada - the same firm

ing traffic during quiet times. Campus packs are financed exclusively by the major financial institutions and pharmaceutical companies which use them as a springboard into the student market.

Brian Bansanda, Director of Programs and Events for

Marketsource, maintains that the packs are merely a harmless dose of marketing. "Any program is potentially viewed as commercialism," he commented, "but we try to ensure that its contents and distribution is ethically sound with the school and advertiser, and the products must be of value to the student."

But a cursory glance under the lid of the most recent campus trial pack to hit the McGill Bookstore reveals otherwise. Take, for example, the sample pack of Nestlé French Vanilla instant café au lait. Nestlé was the target of a high profile boycott campaign in the 70s and 80s for its notorious sales practices in promoting infant formula as a substitute for breast feeding to mothers in Africa.

Procter & Gamble products in the campus pack include Pepto Bismol, Scope and Tide. The drug company persists in conducting safety tests for its products on animals when these tests are not required by law. In Defense of Animals, the U.S. Group which called the boycott point out that these tests are unnecessary when alternative, non-animal based tests exist.

Bitschovsky admits that corporate practices don't factor into his decision whether or not to distribute

a given pack. "Treat it as a benign part of the real world," he tells me. "It gives something back to students and we get free advertising. If people don't want it they don't have to have it."

"Graduating students are the ideal target market," comments Bansanda, "theoretically, they are stepping out into the real world and corporations are getting a head start at advertising for a group of people that will suddenly have an income."

McGill draws the line at allowing corporate marketing on campus during convocation. Marketsource also has a self-enforced policy of keeping convocation free from the "muddying of commercialism."

So then why is it permissible any other time of the year?

Bansanda replies, "It's unrealistic to say that there should be no corporate presence at all. What do the students want to see? What is an acceptable level of corporate presence to them? I'd like to hear what is acceptable. If it's absolutely nothing at all, then why?"

Brian Bansanda can be reached at Marketsource Canada in Toronto at 416-754-1988.

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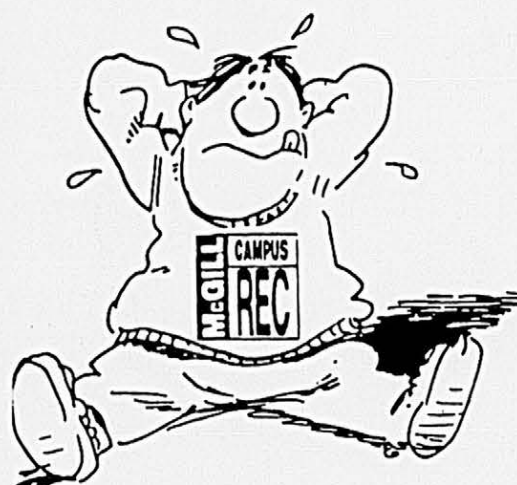
INTRAMURAL SPORTS - REGISTRATION OPENS DECEMBER 8, 1997

SPORT	CATEGORY	COST	REGISTRATION	NUMBER OF PLAYERS		CAPTAINS' MEETING	PLAY BEGINS	GAME DAYS & TIMES	LOCATION
				TO REGISTER	MAXIMUM				
BASKETBALL LEAGUE	MEN A & B WOMEN	\$80.00 per team	Dec. 8, 09:00 to Jan. 13, 17:00	10	16	Jan. 13, 18:30 hrs. Fieldhouse	Jan. 18	Thur. 19:15-22:15 Fri. 19:15-22:15 Sat. 09:00-18:00 Sun. 09:00-18:00	Gymnasium 1 & 2
3 ON 3 BASKETBALL TOURNAMENT	MEN WOMEN	\$20.00 per team	Feb. 4, 09:00 to Feb. 11, 17:00	3	4	Draw posted Campus Rec Office - Feb. 13, 17:00 hrs.	Feb. 14	February 14 th & 15 th	Fieldhouse
BALL HOCKEY LEAGUE	MEN A & B WOMEN	\$80.00 per team	Dec. 8, 09:00 to Jan. 13, 17:00	10	16	Jan. 13, 18:30 hrs. Fieldhouse	Jan. 17	Mon. 18:50-22:50 Tue. 17:30-22:30 Sat. 09:00-18:00 Sun. 11:00-18:00	Fieldhouse A & B
BROOMBALL LEAGUE	MEN WOMEN CO-REC	\$100.00 per team	Dec. 8, 09:00 to Jan. 13, 17:00	Men - 10 Women - 10 Co-rec - 5 Men & 5 Women	16	Jan. 13, 18:30 hrs. Fieldhouse	Jan. 17	Mon.-Fri. 17:00-22:00 Sat. 09:00-18:00 Sun. 09:00-18:00	Molson Stadium Rink
INNERTUBE WATERPOLO LEAGUE	CO-REC	\$80.00 per team	Dec. 8, 09:00 to Jan. 13, 17:00	7 Men & 5 Women	18	Jan. 13, 18:30 hrs. Fieldhouse	Jan. 17	Sat. 12:00-17:30 Sun. 12:00-17:30	Currie Pool
INDOOR SOCCER LEAGUE	MEN WOMEN CO-REC	\$80.00 per team	Dec. 8, 09:00 to Jan. 13, 17:00	Men - 10 Women - 10 Co-rec - 5 Men & 5 Women	16	Jan. 13, 18:30 hrs. Fieldhouse (M, W & Co-Rec)	Jan. 17	Mon. 18:50-22:50 Tues. 17:30-22:30 Wed. 19:30-22:30 Thur. 17:30-22:30 Sat. 09:00-18:00 Sun. 11:00-18:00	Fieldhouse C & D
SQUASH TOURNAMENT	MEN A & B WOMEN	\$7.00 per player	Mar. 11, 09:00 to Mar. 18, 17:00	1	N/A	Draw posted Campus Rec Office - Mar. 19, 17:00 hrs.	Mar. 20	March 20 th - 22 nd	Sports Complex Squash Courts
TABLE TENNIS TOURNAMENT	MEN WOMEN	\$7.00 per player	Jan. 28, 09:00 to Feb. 4, 17:00	1	N/A	Draw posted Campus Rec Office - Feb. 6, 17:00 hrs.	Feb. 7	February 7 th & 8 th	Fitness Room
TENNIS TOURNAMENT (INDOOR)	SINGLES MEN WOMEN	\$7.00 per player	Mar. 11, 09:00 to Mar. 18, 17:00	1	N/A	Draw posted Campus Rec Office - Mar. 19, 17:00 hrs.	Mar. 20	March 20 th - 22 nd (Tentative)	Fieldhouse
VOLLEYBALL LEAGUE	MEN WOMEN	\$80.00 per team	Dec. 8, 09:00 to Jan. 13, 17:00	10	16	Jan. 13, 18:30 hrs. Fieldhouse	Jan. 19	Mon. 19:15-22:30 Tue. 19:15-22:30 Wed. 19:15-22:30	Gymnasium 1 & 2
VOLLEYBALL LEAGUE	CO-REC A & B	\$80.00 per team	Dec. 8, 09:00 to Jan. 13, 17:00	5 Men & 5 Women	16	Jan. 13, 18:30 hrs. Fieldhouse	Jan. 21	Wed. 19:30-22:30 Thur. 17:30-22:30 Fri. 18:50-22:50	Fieldhouse A & B
4 ON 4 VOLLEYBALL TOURNAMENT	CO-REC	\$20.00 per team	Mar. 4, 09:00 to Mar. 11, 17:00	2 Men & 2 Women	5	Draw posted Campus Rec Office - Mar. 13, 17:00 hrs.	Mar. 14	March 14 th & 15 th (Tentative)	Fieldhouse

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Poles	\$2.50		

Weekend:

Skis	\$9.00		
Boots	\$6.00	Package	\$15.00
Poles	\$3.00		

Weekly:

Skis	\$15.00		
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The hand that feeds

Questions raised about media giant Turner's billion-dollar generosity

by Keri Kosuri

Media king Ted Turner's whopping \$1 billion dollar donation to the United Nations this fall does not come without any strings attached. On the surface, contributing the largest donation in the history of the United Nations, Turner represents philanthropy at its finest and a leftist-style condemnation of the U.S. government. The U.S. government still has not paid the U.N. its \$1.5 billion in dues owing, which has plunged the UN into debt. However, Turner's gift, the equivalent of the U.N.'s annual budget, raises serious questions about the corporate leader's motivations and illustrates the influence the private sector can have over international politics.

Critics contend that Turner's gift could potentially influence UN operations in matters of state. The day Turner gave the speech that boasted his dona-

tion, Turner met behind closed doors to advise U.N. Secretary-General Kofi Annan. Mexico's foreign minister commented pointedly that, being now so lauded by the UN, Turner could qualify for a seat on the 15 member UN Security Council with veto rights.

Pierre Beaudet, Director of Alternatives, an international po-

litical watchgroup, argues that private funding gives the private sector the mouthpiece on matters of public interest. "He's [Ted Turner] following a neoliberal policy that pushes for the dismantling of state funding, be it in education or health or the UN. He's saying that that's not a problem because the private sector will take it over. Charity replaces the government."

Beaudet also points to the fact that Turner did get something in return for his donation — a media circus. "He's hungry for publicity," says Beaudet. "In a way he's been sort of absolving the eyes of the U.S. public opinion. And he's giving us an example of how rich he is."

Beaudet's words are reflected in Turner's interaction with the media after the donation was made. In an interview with Larry King of CNN, Turner glibly commented, "I am only giving up nine months' earnings. It's not that big a deal...I'm no poorer than I was nine months

ago and the world is a lot better off. I've still got two billion left and maybe I can make some more and give some more away

Turner told media that he intends the money to be used for programs aiding refugees and children, clearing land mines, and fighting disease. Beaudet asserts, however, that private donations cannot ever substitute for UN member countries payments.

"He's [Ted Turner] following a neoliberal policy that pushes for the dismantling of state funding, be it in education or health or the UN. He's saying that that's not a problem because the private sector will take it over. Charity replaces the government."

later."

Beaudet argues that the donation may also further strain relations between the U.S. and the U.N. The U.S. still demands that its debt to the UN be reduced from 25 percent to 20 percent over the next three years. Meanwhile the media has put a halo around Turner's head that dampens the U.S. reputation in the eyes of public opinion and the UN.

Beaudet charges that the donation only keeps the U.N. afloat and does not offer a long term solution to its financial problems.

"This is a false substitution," declares Beaudet, "and it threatens democracy. The state is the democratic structure. We vote for the government but we don't have any control over the private sector's involvement in these affairs. It's antidemocratic."

"I am only giving up nine months' earnings. It's not that big a deal...I'm no poorer than I was nine months ago and the world is a lot better off. I've still got two billion left and maybe I can make some more and give some more away later."

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national news

Blowin' in the wind

Canada's position in upcoming global climate summit remains uncertain

by Zack Medicoff

TORONTO (CUP) —It seems Canada lacks the energy to reduce greenhouse gas emissions.

During the first week of December, developed and developing nations will convene in Kyoto, Japan to discuss greenhouse gas emissions. Canada will be participating at the summit, but the role we will play there remains unclear, especially in light of the country's impending failure to meet an emissions reduction target set in 1992.

"They haven't officially announced their position," explained Robert Hornung of the Pembina Institute in Alberta. "They're the only one of the major industrialized countries which have not done so."

Hornung is a researcher who monitors, tracks and analyzes global climate changes. He is skeptical about Canada's role at the summit, predicting it will probably support its neighbour to the south.

At the Earth Summit in Rio de Janeiro in 1992, Canada promised to cut greenhouse gas emissions to 1990 levels by the year 2000, a target which it will fail to meet. Many predict that Canada will adopt the American position of stabilizing emissions at 1990-levels in another 14 years, by 2012.

Canada's got gas

Canada is a world leader in greenhouse gas emissions. Although it contains only 0.5 per cent of the world's population, Canada produces two per cent of the world's carbon dioxide emissions, making it the ninth largest contributor of this gas to the planet's atmosphere. Per capita, Canada consumes more energy than any other industrial country in the world.

Mark Colpitts, a spokesperson with the Ministry of the Environment, points to Canada's Voluntary Compliance Registry as one of the solutions the federal gov-

ernment is pursuing to reduce greenhouse gas emissions. Under this program, companies who generate greenhouse gases voluntarily agree to develop and implement action plans to reduce their emission. Although the program is only three years old, over 600 companies have signed on. About half have produced action plans and many of those have already taken the first step in their reduction measures.

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"Had Canada on a whole not embraced the need to reduce greenhouse gas emissions through this voluntary approach, emissions would have been higher than they are today," Colpitts said.

But Hornung says these efforts to stabilize emissions are merely blowin' in the wind.

"That program has largely been a failure," he explains. "Most industries haven't developed action plans, and of those who have, [they] use them as an opportunity to record things that were done in the past but happened to reduce emissions. They don't represent anything proactive and looking forward."

John Herron, environmental critic for the federal Conservatives, feels Canada has played an important role as environment leader.

"We were one of the first industrialized nations to actually say, 'Jump outside here, there's something we have to do.'"

For developing nations looking to create their own policies on greenhouse gas reduction, Herron says it is very important for Canada and other industrialized nations to steer them away

from creating or continuing "dirty" practices. But that may be difficult.

"If we don't show that leadership, we can't actually be going to tell them about what they should or should not be doing."

"That's where one of the greatest detrimental effects of greenhouses is going to evolve from," he said.

Hornung echoes this view. Although negotiations in preparation for the Kyoto summit have been underway for the past two years, he believes Canada still lacks a firm stance on the issue of greenhouse gases.

"There's been very little, until recently, in the way of political leadership in the issue," he said.

Kicking Kyoto around

In preparation for the summit, Environment Minister Christine Stewart has attended a number of international conferences on climate change, including a meeting with "like-minded" countries in Honolulu in early October. Fellow participants included the United States, Japan, and Australia.

But despite this preparation, Herron stresses that Canada's position is weak going into Kyoto.

"I think it's somewhat too late now for us to be world leaders as environmental protectionists," he said, "given we were so late arriving on the scene in respect to our individual position [and] the fact that provinces aren't fully engaged on this process."

The result of this, Hornung says, will be Canada's embrace of a weak plan on the reduction of greenhouse gases at the summit. But he does see some potential for the meeting in Kyoto to have an impact on the country, and in particular its much-criticized voluntary action plan.

"Presumably, whatever we come out of Kyoto with, [it] will force Canada, I think, to develop a more creditable action plan," he explained. "It will be a commitment that Canada will be accounted for internationally."

Source: The Excalibur

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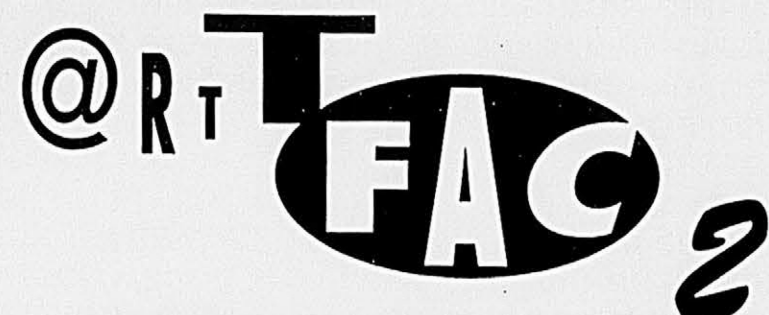
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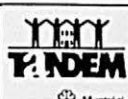
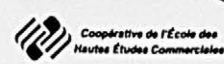
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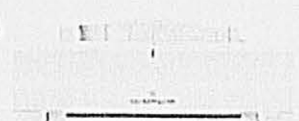
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